

**King County**  
Quit Line Data Summary  
April 1 - June 30, 2003

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 555</b>	<b>N = 3,671</b>
<b>Percent of Statewide Calls</b>	18.9%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	29.5%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 542</b>	<b>N = 3,165</b>
Female	57.2%	60.2%
Male	42.8%	39.8%
<b>Race/Ethnicity</b>	<b>N = 466</b>	<b>N = 2,585</b>
People of Color	20.8%	12.9%
White	79.2%	87.1%
<b>Age</b>	<b>N = 504</b>	<b>N = 2,854</b>
Less than 18 years old	0.6%	2.1%
18 - 24 years old	14.5%	14.8%
25 - 34 years old	23.4%	23.1%
35 - 44 years old	25.6%	25.3%
45 years and older	35.9%	34.8%
<b>Education</b>	<b>N = 503</b>	<b>N = 2,724</b>
Did not graduate high school	7.8%	16.0%
High school graduate	29.2%	34.7%
Some college/vocational school	39.0%	36.8%
College graduate	24.1%	12.5%
<b>Caller Type</b>	<b>N = 555</b>	<b>N = 3,278</b>
General Information	4.7%	12.3%
Health care provider	5.6%	3.5%
Tobacco user	89.7%	84.1%
<b>Payer Type</b>	<b>N = 343</b>	<b>N = 2,092</b>
Insured	39.7%	34.9%
Uninsured	34.7%	28.9%
Medicaid	25.7%	36.1%
<b>Heard About</b>	<b>N = 466</b>	<b>N = 2,748</b>
Past caller	13.9%	11.3%
Employer/worksites	0.4%	0.6%
Health care provider	20.0%	24.8%
Television	17.6%	16.6%
Outdoor advertisement (billboard/bus/wall)	10.1%	5.3%
Targeted mailing	0.4%	0.2%
Great Start	0.2%	0.1%
Radio	11.2%	6.8%
Newspaper/Magazine	1.5%	0.9%
Brochure/Newsletter	4.3%	5.7%
Family or friend	16.3%	22.9%
Health Department	4.1%	4.1%
School	0.0%	0.6%